

NO. 233 SEPT. 1982

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IRVING PAC



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# MAD

"Money still talks these days! Trouble is, you have to increase the volume a lot!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*  
 NICK MEGLIN *senior editor* JOHN FICARRA *associate editor*  
 GLORIA ORLANDO, CELIA MORELLI *subscriptions*  
 JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*  
 CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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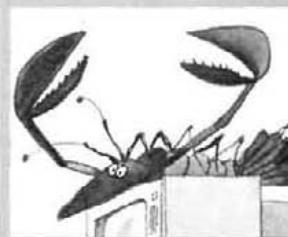
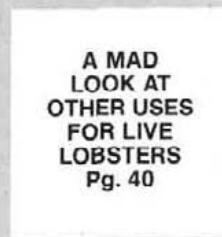
NOW  
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 AT THE  
 WHITE  
 HOUSE  
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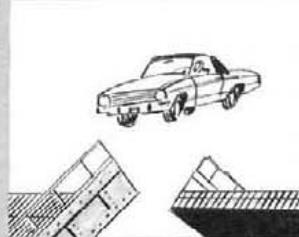
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A MAD  
 LOOK AT  
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 BRAWL  
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# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUES AT THE NEWSSTAND?

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If you want to take three months or more to pay off other stuff you buy, that's okay with us! But if you want these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or lining bird cages or wrapping fish or whatever, you gotta pay cash! Just mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### "MAD'S ACADEMY AWARDS"

Mort Drucker and Stan Hart deserve an award for their version of the Academy Awards.

Lenny Kitzen  
Canton, OH

I guess doing "MAD's Academy Award Show" saved you the trouble of doing countless satires of yecch stuff like "Mommie Dearest" etc.

John L. Clash  
Baltimore, MD

I really enjoyed MAD's version of the Academy Awards but I was surprised that Pia Zadora was not mentioned. What's the matter, didn't "Pia promoter Riklis" tickle your money bone?

Mary Rye  
Nashville, TN

### GUN SHOTS

Personally, I think your article "MAD Visits A Local Gun Club Picnic" isn't true at all. You're treating people with guns as if we were crazy maniacs and giving us a bad reputation. I'm warning you. If you ever do it again, I'll shoot you!

Jacques Cyr  
New Brunswick, CANADA

Your "Visit To A Local Gun Club" was right on target. I should know. I work at one.

Scott Somohano  
Monroe Twp. NJ

In "MAD Visits A Local Gun Club Picnic", Larry Siegel and Jack Davis proved that they have a license to kill humor.

Kevin Roberts  
Newton, MA

You at MAD exposed your immoral ignorance with your gun club picnic article. If you believe that gun control will work, then please tell me why John Lennon, Ronald Reagan and the Pope were all shot in places where guns have been banned or controlled for years! This country is doomed if fools like you do not wake up and realize that it is the criminal that must be punished and not the "guns" or the law-abiding citizens.

Erik Michels  
Huntington Beach, CA

### FIRST HINT OF IMPEACHMENT?

As a college student, I have plenty of reason to hate President Reagan. As the billpayer, so does my father. Your "Reagan's Gettysburg Address" was so direct, we couldn't agree with you more. I'm glad MAD has the guts to blast the idiot the American public elected to its highest office, and I hope you continue in the future. That's why I'm renewing my subscription.

Sonaloy Reyes  
West New York, NJ

### "HILL STREET BLUES"

Your "Swill Street Blues" was really swilly!

David Jerry  
Oceanside, NY

Just wanted to let you know that I enjoyed your spoof of "Hill Street Blues"—even if you did have me wearing a woman's negligee and cutting my girlfriend around wrapped in linoleum! Cheers!

Daniel J. Travanti  
"Hill Street Blues"  
Studio City, CA



"Hill Street Blues" Captain  
Daniel J. Travanti And MAD

I am sick and tired of seeing myself portrayed in one silly way after another in your inferior publication. First, you mocked my highly-sensitive performance in "Altered States". Now you're making fun of my poor Officer Renko, who has endured death, rejection and having to work with a former U.C.L.A. basketball star as a partner. Enclosed please find a photo of the guy I am bringing down to deal with you creeps! Thanks for nothing!

Charles Haid  
"Hill Street Blues"  
Studio City, CA



Charles "Renko" Haid (180 lbs.)  
With His Pal "Clyde" (247 lbs.)

### SUPER IDEA

You guys blow it! You should have called your latest Super Special on Advertising "MADvertising".

Sloane and Kyle Polillo  
Philadelphia, PA

### WHAT DISC JOCKEYS SAY...

I loved your article, "What Disc Jockeys Say... And What They Mean." Of course, when you clods wrote, "HE," you actually meant, "SHE!" Am I right? We are out here!

Joy V. Vander Lek  
WAMS  
Wilmington, DE

When a D.J. says, "My favorite magazine is MAD," what he really means is, "I don't make enough money to buy Playboy or Penthouse!"

Stu Wright  
WORG  
Orangeburg, SC

As a starving, underpaid, over-talented nighttime disc jockey in the metropolis of Mansfield, Ohio, my feeling is that you must have had your sneaky staff bug D.J.'s all over the country to get "the other side of the story."

Mike Patrick  
WMAN  
Mansfield, OH

I really and truly loved your article "What Disc Jockeys Say... And What They Mean." My only problem is with what you said on the credit line, and what you really meant to say. What you meant to say was "Writer: Dick De Bartolo, Idea: Dean Fiora!" Wake up you guys!

Dean Fiora  
Manchester, CT

Oops! Sorry about that! But we did remember to pay you!—Ed.

### "TV GUISE"

I'd rather watch the programs listed in your version of the "Truly Honest And Informative Listings In TV Guise" than the crap they're showing on the boob-tube now. Good job!

Lisa Verigin  
Escalon, CA

Tom Koch should be writing TV Guide. His selections were hilarious!

Brendan Meagher  
Thornwood, NY

My brothers and I liked your TV Guide article so much we had a "Family Feud" over it to see who would get to read it first. I finally had to beat up "The Little Rascals" and send them to "General Hospital." After I finally read it I said "That's Incredible!"

No Name  
(but a good letter!)

### HIDDEN MOTIVES??

I have finally figured out why you guys print some of the letters you receive from your readers. A few months back you printed a letter I sent you. My parents went out and bought a few more copies of the issue to send to relatives, friends, etc. You make more money that way! What a cheap trick!

Katie Smith  
Yuma, AZ

We got you again, kiddo!—Ed.

Please Address All Correspondence To:  
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# CAN YOU SPOT THE WEIRDO?

In today's world, it's not easy! There are so many of them! Like the kind that read book ads like this one and then don't respond to them immediately! Aren't you glad you're not one of those people?! We are!! But we must warn you! Even if you do respond to this ad and send for this book or buy it at your bookstand, we cannot guarantee you won't spot one of your other weirdo traits reading—

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Written by Tom Koch • Illustrated by Jack Rickard



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- The Recycled MAD
- The Non-Violent MAD
- The Rip-Off MAD
- The Token MAD
- The Pocket MAD
- The Invisible MAD
- Dr. Jekyll & Mr. MAD
- Steaming MAD
- MAD at You
- The Vintage MAD
- Hooked on MAD
- The Cuckoo MAD
- The Medicine MAD
- A MAD Scramble
- Swinging MAD
- MAD Overboard
- MAD Clowns Around
- The MAD Treasure Chest
- MAD Sucks
- SuperMAD
- Abominable Snow MAD

- MAD About The Buoy
- MAD for Kicks
- The Uncensored MAD
- Pumping MAD
- MAD Horses Around
- The Eggs-Rated MAD
- A MAD Carnival
- The Explosive MAD
- ARAGONES "Viva MAD"
- ARAGONES MAD about MAD
- ARAGONES MAD-ly Yours
- ARAGONES in MAD We Trust
- ARAGONES MAD as the Devil
- ARAGONES Incurably MAD
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- ARAGONES MAD Marginals
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- MAD Around the World
- MAD Goes Wild
- Get Stuffed With MAD
- MAD Word Power
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- MAD Look at the Future
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CAUGHT IN THE ACTS DEPT.

So you really think that just because Ronald Reagan became President, he gave up acting?! Well, shows how much you know!! Because once an actor, always an actor! It's kinda like herpes! And now that he IS President, instead of waiting around

# RONALD REAGAN NOW STARRING

...as "Hamlet" ...

GESUNDHEIT!

To tax...?  
Or not to tax?  
That is the  
question!

Whether 'tis  
better to relieve  
the poor man's  
suffering...

Or to take action  
against outrageous  
fortunes, and by taxing  
friends, offend them?

Does the President  
usually spend a  
lot of time asking  
himself questions?

Yeah! That's why  
he gets so many  
goofy answers!

Well, at  
least he's  
thoughtful!

He's not  
thoughtfull!  
He's  
SENILE!!



for a great role like "Bonzo's Pal" to come along, Ronnie can play any role that he wants. In fact, we here at MAD have detected him playing many famous, sought-after parts since he took office. Here are just few we've observed...with...



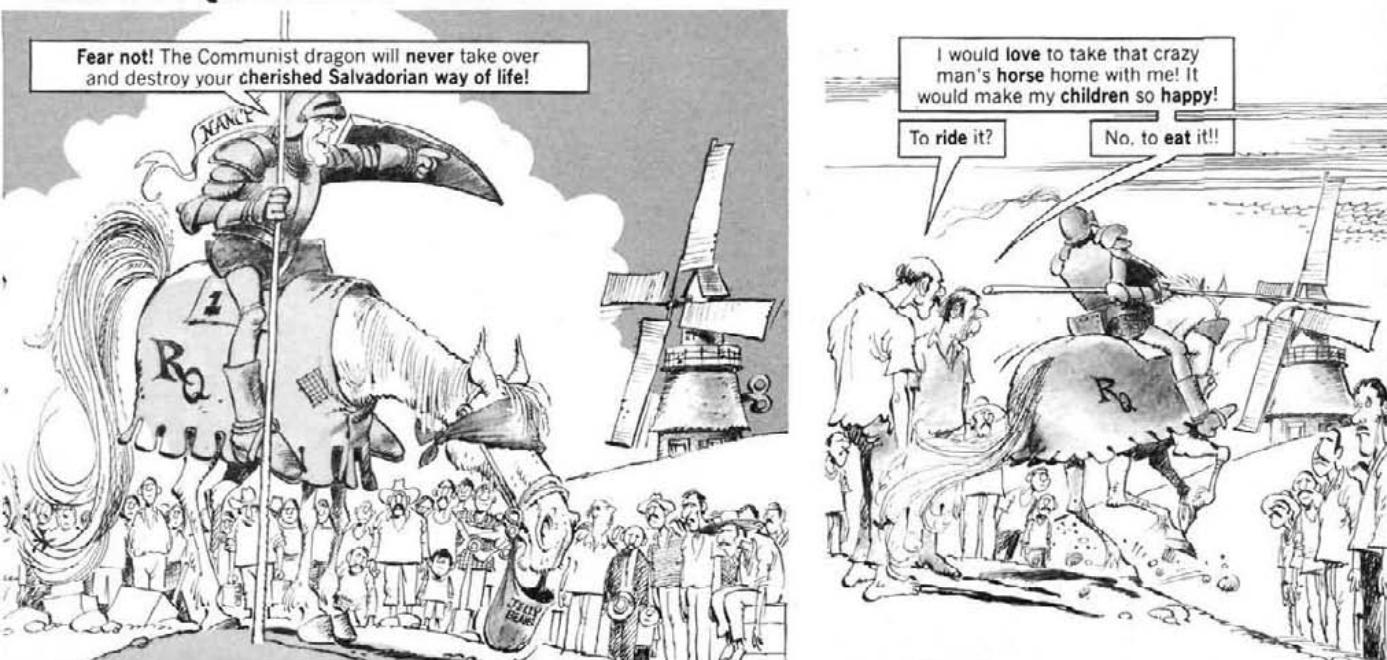
# G AT THE WHITE HOUSE

ARTIST: MORT DRUCKER WRITER: STAN HART

...as Ron Corlione... in "The Godfather"...



...as Ron Quixote... in "Man Of La Mancha"...



## ...as "Robin Hood"...



## ...as "Peter Pan"...



## ...as "The Exorcist"...



## ...as Moses... in "The Ten Commandments"...



## ...as Merlin... in "Camelot"...



## ...as Scrooge... in "A Christmas Carol"...



## ...as Simon Legree... in "Uncle Tom's Cabin"...



## ...as "Dr. Jekyll And Mr. Hyde" ...

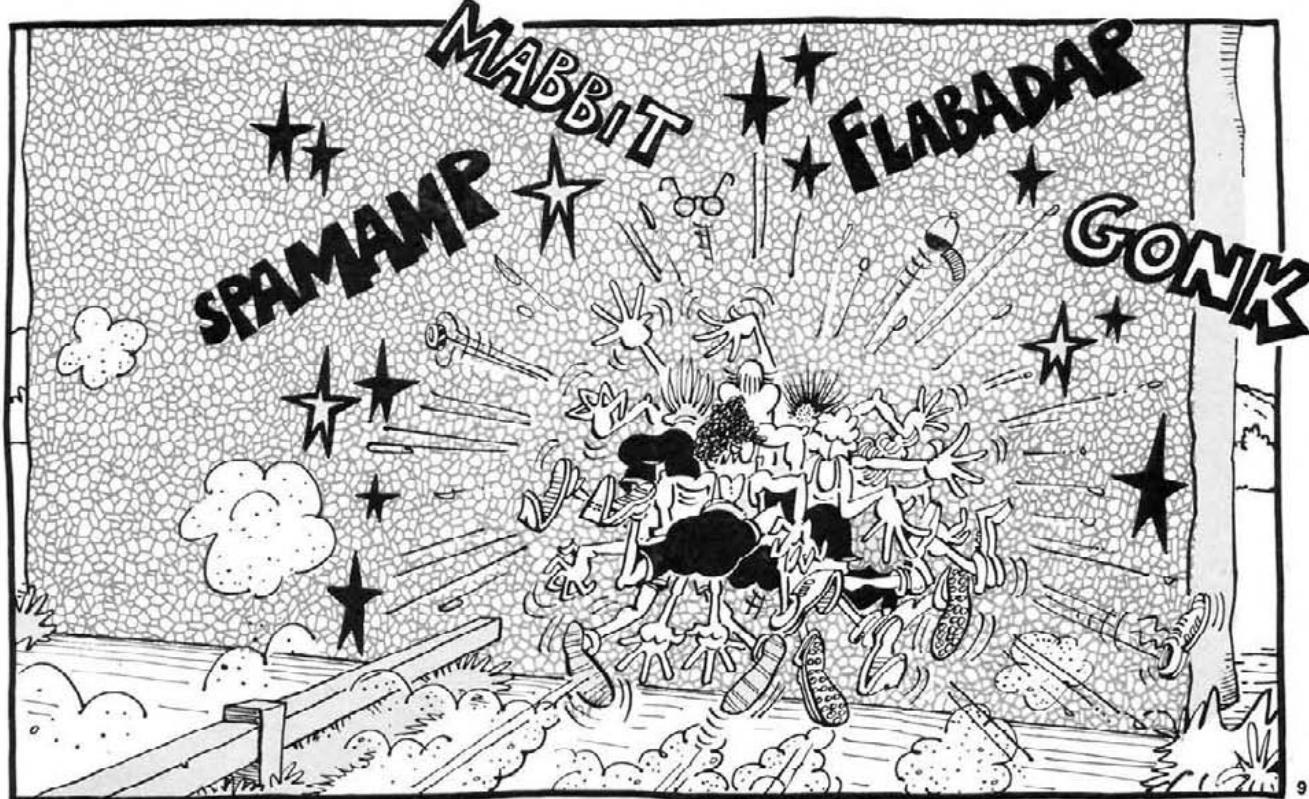
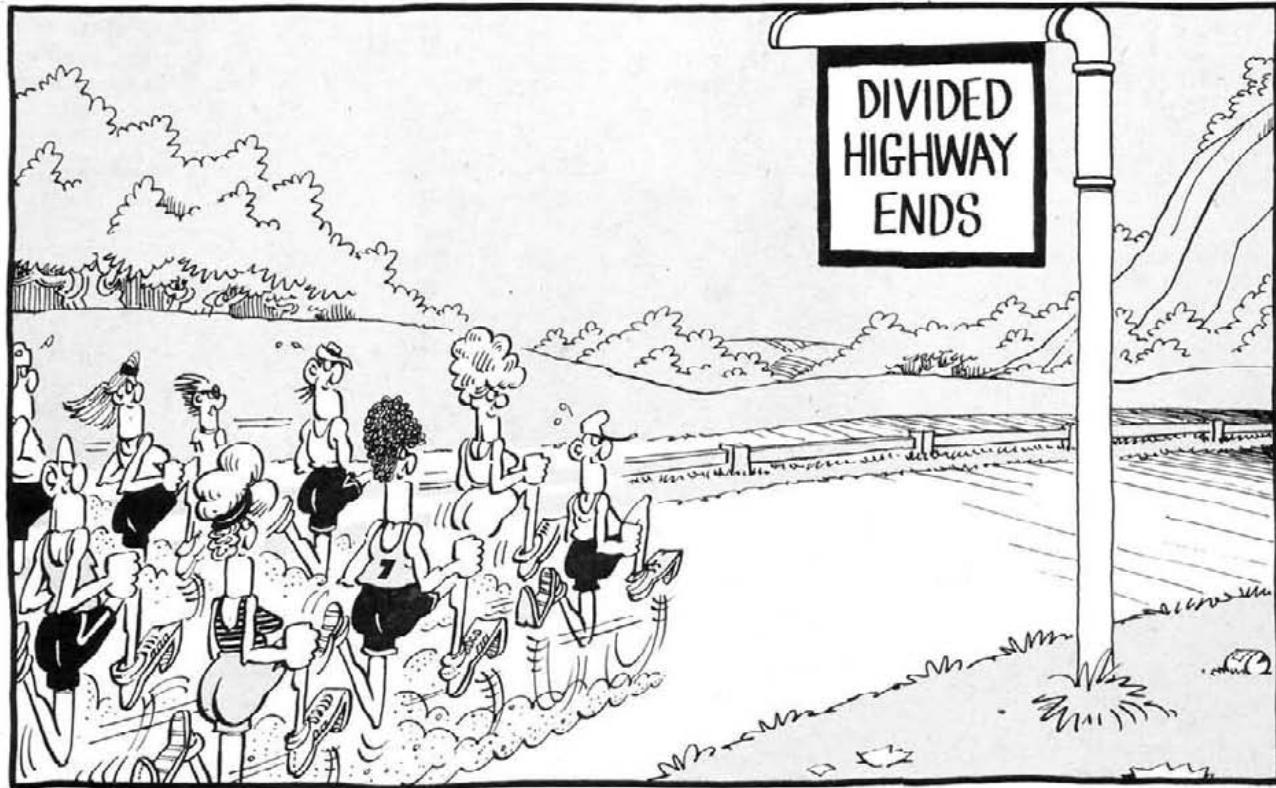


## ...as What's-His-Name in "Apocalypse Now" ...



DON MARTIN DEPT. PART I

# LAST YEAR AT THE FREENVILLE MARATHON



ACCLAIM JUMPING DEPT.

# THE SECOND EDITION OF THE MAD OVERRAT



VAMPIRES  
are overrated



WEREWOLVES  
are underrated

FRISBES  
are overrated



BOOMERANGS  
are underrated

MIAMI BEACH  
is overrated



PHILADELPHIA  
is underrated  
(BUT NO ONE WILL EVER KNOW)

SPORTSCASTERS  
are overrated



WEATHER FORECASTERS  
are underrated

POLITICIANS  
are overrated



PEOPLE WHO HAVE TO  
LIVE WITH POLITICIANS  
are underrated

A SMASH  
is overrated



A LOB  
is underrated

# ED UNDERRATED BOOK



WRITER: FRANK JACOBS PHOTOS BY U.P.I.

A STUFF  
is overrated



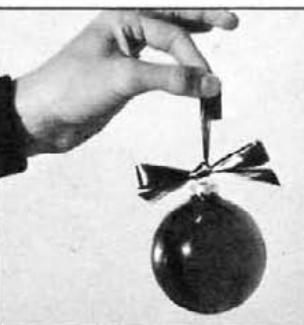
A STEAL  
is underrated

AVALANCHES  
are overrated



TIDAL WAVES  
are underrated

CHRISTMAS TREE  
DECORATIONS  
are overrated



THE TREE ITSELF  
is underrated

BOWLING  
is overrated



BOCCI  
is underrated

MICROWAVE OVENS  
are overrated



POTBELLIED STOVES  
are underrated

COKE  
is overrated



ICE WATER  
is underrated

**SUPERMARKETS**  
are overrated



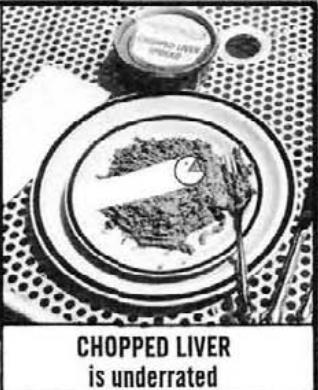
**PUSHCARTS**  
are underrated

**JOGGING**  
is overrated



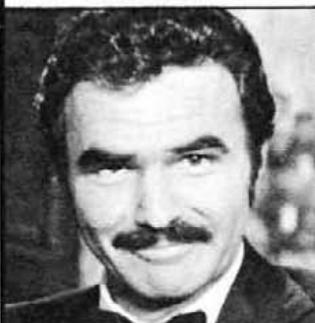
**INDOLENCE**  
is underrated

**CAVIAR**  
is overrated



**CHOPPED LIVER**  
is underrated

**PERSONALITY**  
is overrated



**CHARACTER**  
is underrated

**FRENCH POODLES**  
are overrated



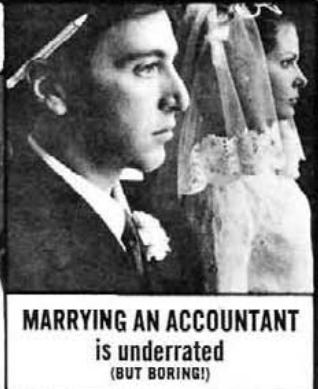
**ENGLISH SHEEPDOGS**  
are underrated  
(BUT IMPOSSIBLE TO KEEP CLEAN!)

**CHEWING BUBBLEGUM**  
is overrated



**CHEWING TOBACCO**  
is underrated  
(BUT DISGUSTING!)

**MARRYING A DOCTOR**  
is overrated

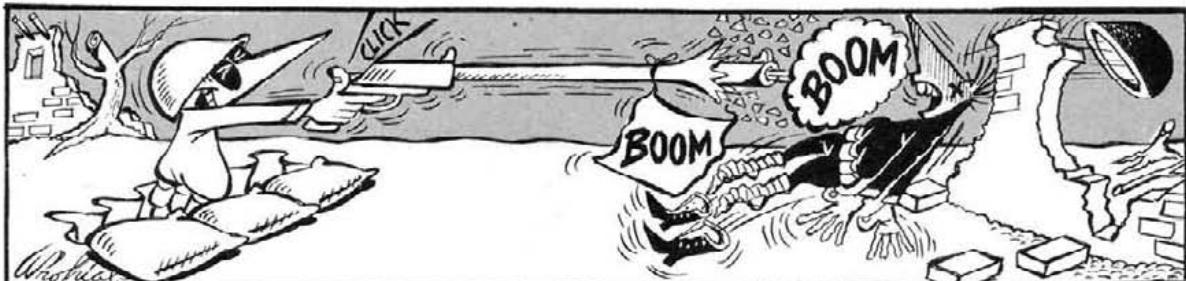
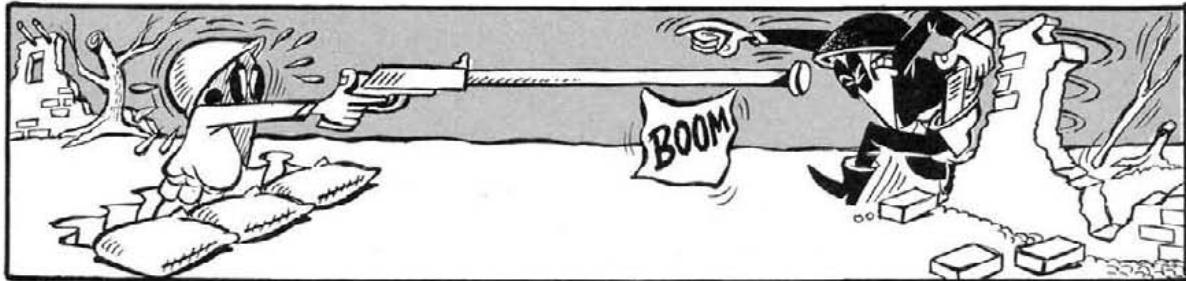
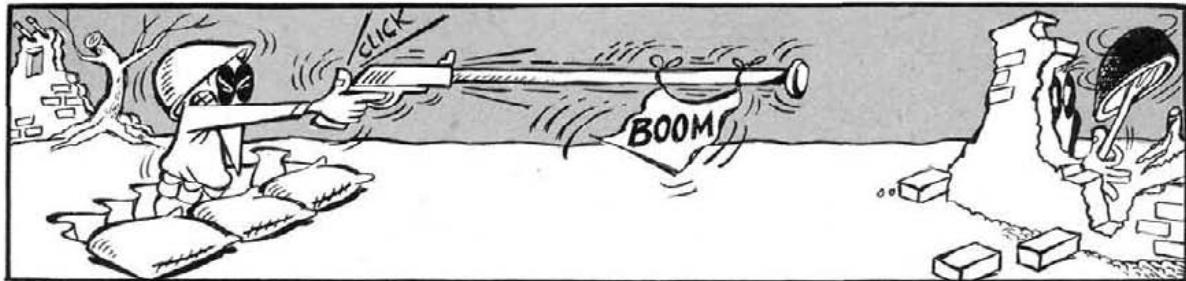
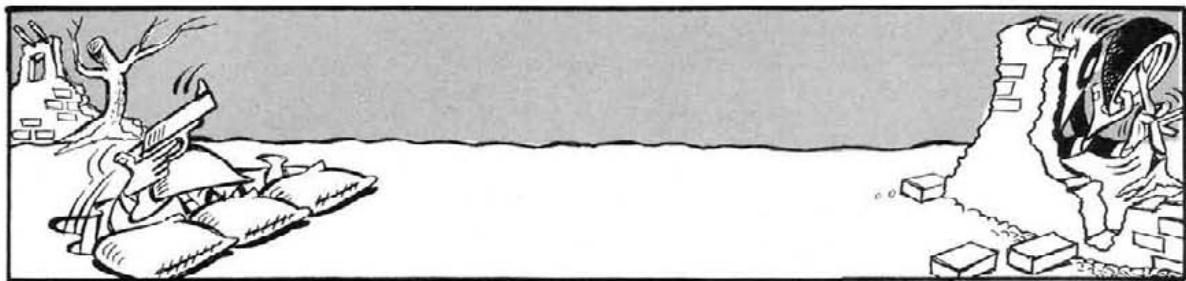
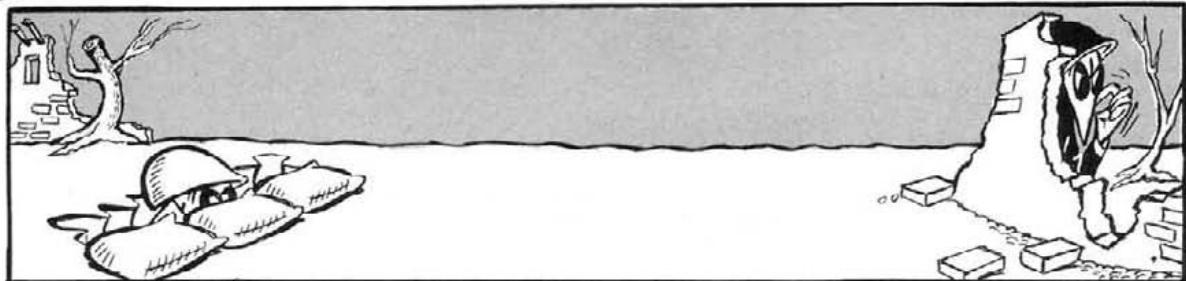
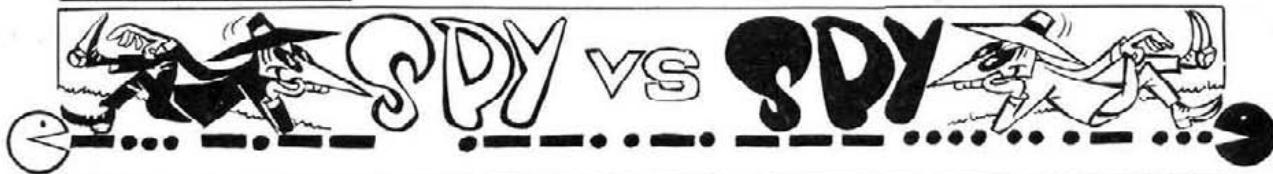


**MARRYING AN ACCOUNTANT**  
is underrated  
(BUT BORING!)

**FINE ARTISTS**  
are overrated



**MAD ARTISTS**  
are underrated



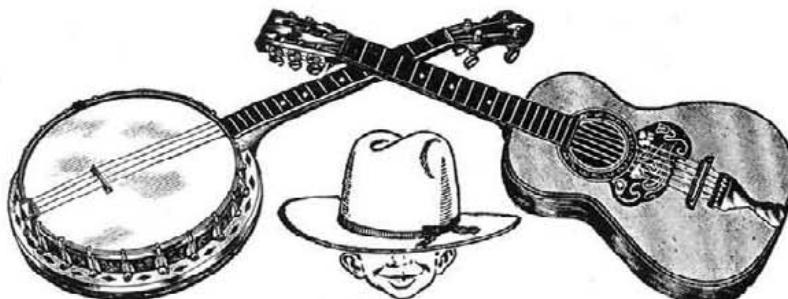
One of the biggest items in Pop Music today is the Country-Western song. In case you've ever had the wish to write one, it's really not that dif-

# MAD'S ALL INCLUS

## COUNTRY WESTERN SONG



I met her 1 2 ;  
 I can still recall 3 she wore;  
 She was 4 5 ,  
 And I knew 6 ;  
7 I'd 8 forever;  
 She said to me 9 .  
 But who'd have thought she'd 10 11 ;  
12 goodbye.



1.

on the highway  
near Altoona  
outside Fresno  
in Sheboygan  
on probation  
at the truck-stop  
in a nightmare  
in a jail cell  
in the Stone Age  
in a tree-house  
in a gay bar  
incognito

5.

in the twilight  
but I loved her  
by the off-ramp  
near Poughkeepsie  
with her cobra  
when she shot me  
on her elbows  
next to Murray  
with Miss Piggy  
with a wetback  
screamin' "May Day!"  
in her muu-muu

9.

our love would never die  
there was no other guy  
man wasn't meant to fly  
that Nixon didn't lie  
her basset-hound was shy  
that Rolaids made her high  
she'd have a ham on rye  
she loved my one blue eye  
her brother's name was Sy  
she liked "Spy Versus Spy"  
that "Taxi" made her cry  
she couldn't stand my tie

ficult. In fact, as you'll find out below, it's a snap. Simply fill in the numbered blanks from the corresponding numbered lists, and you have

# IVE DO-IT-YOURSELF

2.

in September  
at MacDonalds  
ridin' shotgun  
wrestlin' gators  
all hunched over  
poppin' uppers  
sort of pregnant  
with a jogger  
stoned on oatmeal  
with Merv Griffin  
dead all over  
hustlin' Martians

3.

that purple dress  
that little hat  
that burlap bra  
those training pants  
the stolen goods  
that plastic nose  
the Stassen pin  
the neon sign  
that creepy smile  
the hearing aid  
the orange toupee  
the boxer shorts

4.

sobbin' at the tollbooth  
drinkin' Dr. Pepper  
weighted down with Twinkies  
breakin' out with acne  
cramlin' through the prairie  
smellin' kind of funny  
crashin' through a guardrail  
chewin' on a hangnail  
talkin' in Swahili  
drownin' in the quicksand  
quotin' Al Pacino  
slurpin' up linguini

6.

no guy would ever love her more  
that she would be an easy score  
she'd bought her dentures in a store  
that she would be a crashing bore  
I'd never rate her more than "4"  
they'd hate her guts in Baltimore  
it was a raven, nothing more  
we really lost the Vietnam War  
I'd have to scrape her off the floor  
what strong deodorants were for  
that she was rotten to the core  
that I would upchuck at the door

7.

I promised her  
I knew deep down  
She asked me if  
I told her shrink  
The judge declared  
My Pooh Bear said  
I screamed in pain  
The painters knew  
A Klingon said  
My hamster thought  
The blood-test showed  
Her mantra said

8.

stay with her  
warp her mind  
swear off booze  
change my sex  
punch her out  
live off her  
have my rash  
stay a dwarf  
hate her guts  
pick my nose  
play "Go Fish"  
salivate

10.

run off  
wind up  
boogie  
yodel  
sky-dive  
turn green  
freak out  
blast off  
make it  
black out  
bobsled  
grovel

11.

with my buddy  
in my Edsel  
on a surfboard  
on "The Gong Show"  
with her dentist  
on her "Workmate"  
with a robot  
with no clothes on  
at her health club  
in her Maytag  
with her guru  
while in labor

12.

You'd think at least that she'd have said  
I never had the chance to say  
She told her fat friend Grace to say  
I now can kiss my credit cards  
I guess she was too smashed to say  
I watched her melt away and sobbed  
She fell beneath the wheels and cried  
She sent a hired thug to say  
She freaked out on the lawn and screamed  
I pushed her off the bridge and said  
But that's the way that pygmies say  
She sealed me in the vault and said

## DATING



G-EYE VIEW DEPT.

## RAIN



# COOKING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## PACKAGED FOODS

It says on the back of the box that this product contains artificial flavoring!

Then it lists a bunch of chemicals and preservatives and artificial colorings!

My gosh! Everything about that product seems to be damaging to the consumer!

Yeah! Especially the price!



## UFO'S



## DOCTORS



## CRITICISM



## PROMISES



## ADVICE



## PATERNAL CONCERN



## HOSPITALS



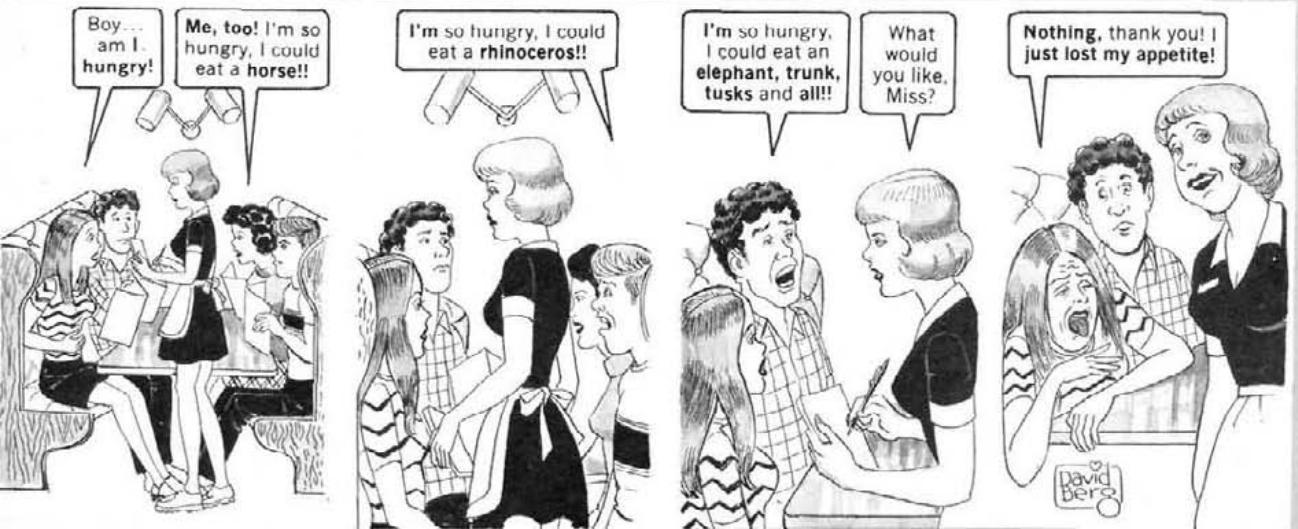
## DIETS



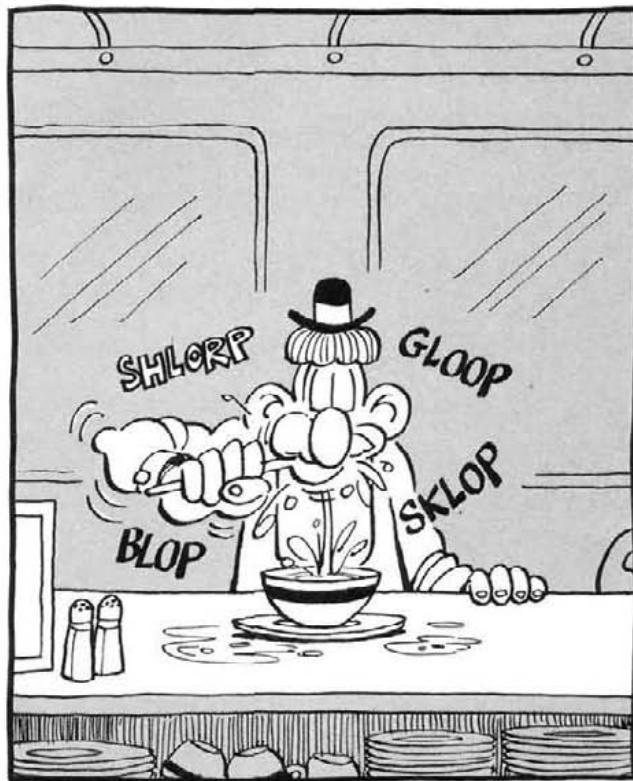
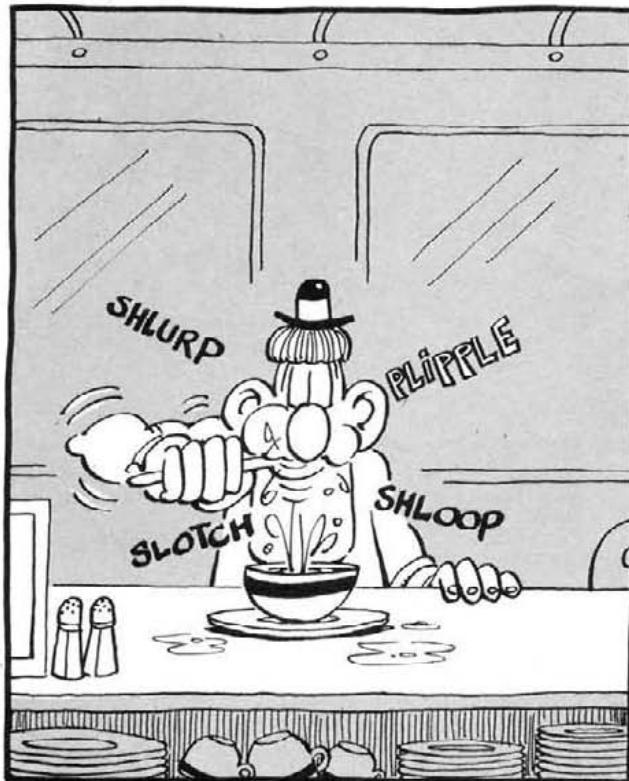
## FEAR



## EATING



# LAST WEEK IN A FREENVILLE DINER

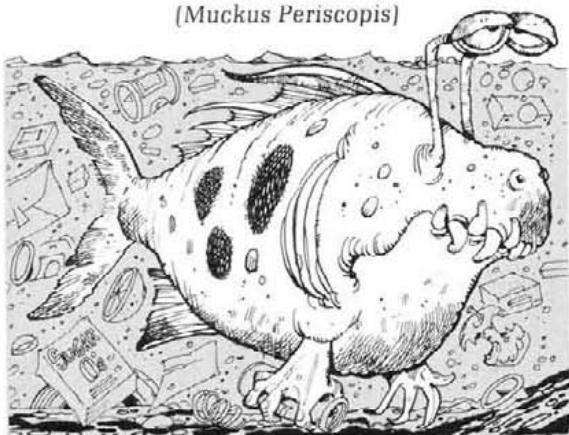


## FUTURE FLOCK DEPT.

Scientists are constantly telling us that our messed-up environment is threatening to wipe out all of our wildlife. What they are failing to take into account is that animals, fish and birds are adaptable creatures, and will find ways to survive as we contaminate their air, pollute their waters and destroy their forests. So let's look ahead to what we'll find a hundred years from now, as MAD previews—

### THE SPOTTED JUNKFISH

(*Muckus Periscopis*)



The Spotted Junkfish swims through waters polluted with chemicals and filled with debris from industrial plants. Twin periscopic eyes extend above the surface, enabling him to see where he is going. He makes use of two claw-like fins which grasp, then toss to one side, objects in his path such as floating bottles, cartons and the like. Anything the Spotted Junkfish misses with his claws will bounce off his thick, protective rubbery skin. He is the only species of fish remaining in our lakes and rivers.



The Spotted Junkfish makes his home in discarded oil drums resting on the bottom of lakes and streams.



With his powerful teeth he feeds mostly on plastics, especially styrofoam which is his favorite delicacy.

# A 21ST CENTURY AMERICAN

### THE GIANT SCRATOAD

(*Junkus Digestus*)



This secretive creature makes his home in scrap piles and junkyards. The Scraptoid is rarely seen, although one can hear him gnawing and chewing throughout the night. His remarkable digestive system allows him to take nourishment from steel, aluminum and tin cans. At dawn each day, he disappears, leaving neat piles of square-shaped droppings. Because of their high metallic content, these "droppings" are valuable as building materials. Which is why, in many areas, the Scraptoid has been declared a protected species.



The Scraptoid extends his tongue to snap up small objects such as nuts, bolts, screws and transistor parts.



Because he contains so much metal (a mature Scraptoid weighs 75 pounds), he hops—but only when necessary.

# ENTURY GUIDE TO CAN WILDLIFE



## THE OILY TERN

(*Petroleumus Oceanus*)



Wherever there is an oil spill, you will find the Oily Tern, thriving by the thousands in the sludge and goo. At birth, his joints are stiff, his feathers are dry and brittle, and his bill is sealed shut. Therefore, he requires a constant diet of oil to lubricate his wings and allow him to open his beak. Since he lives mostly in hot climates, the oil protects him from the sun's harsh rays. Oily Terns change nesting sites at will, depending on the oil tanker traffic.



The nest of the Oily Tern is built entirely of goo and sludge, shielding his family from the elements.



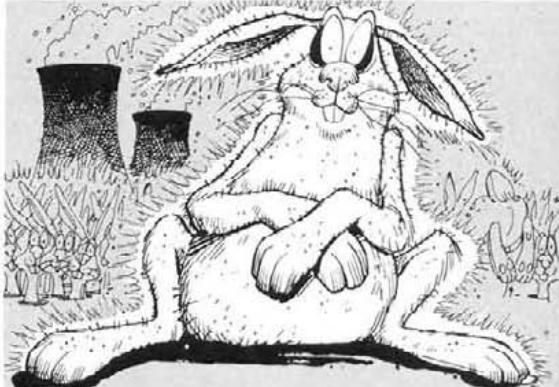
He enjoys flying alongside of tankers. To sailors of these ships, Oily Terns are considered to be omens of good luck.

ARTIST: BOB JONES

WRITER: FRANK JACOBS

## THE GLOWING HARE

(*Plutonius Reactus*)



Living as he does in the shadow of nuclear reactors, this creature has acquired a permanent radioactive glow. He is also completely bald, having lost his hair from radiation fallout many generations ago. Despite his lack of fur, he survives the harsh winters by virtue of the heat from his glow, which registers over 120° fahrenheit. Being radioactive, wolves and other predators will never go near him out of fear of being contaminated. As a result, we are in danger of being over-run by trillions of Glowing Hares.



Because they have no natural enemies, almost all Glowing Hares live to a ripe old age.



Although the animal has poor eyesight, his brilliant glow helps him to forage at night.

## THE INTERSTATE BEAVER

(Automobilus Scroungus)



When the last trees and forests were finally destroyed, it was feared that beavers would become extinct. However, now we have the Interstate Beaver, who constructs his dams from parts of automobiles abandoned on roadsides. Equipped with teeth that chew through vinyl and metal, he can strip a car clean in less than a week. He is a determined, industrious little creature who, when no abandoned cars are available, will brazenly enter parking lots and drive-ins, sometimes dismantling the cars while their drivers are still in them.



The Interstate Beaver makes use of his powerful flat tail to pry off hubcaps and grilles.



He fills crevices in his dams with sparkplugs, air hoses and door handles.

## THE BACKTRACK SCREWMOLE

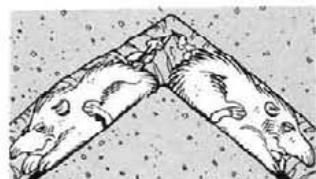
(Concretus Tunnelus)



One of natures most proficient tunnelers, the Backtracking Screwmole lives inside expanses of concrete now covering three-quarters of the United States. He crawls backwards, using his threaded, screw-like tail, with which he bores perfectly round passageways. An adult Screwmole can weaken a 3-foot block of concrete in two weeks. Although he has no natural enemies, he lives in constant fear of cave-ins.



Should tail of Screwmole become too worn for tunneling, he molts it and grows a new, sharp one.



When the tunnel of the male Screwmole encroaches on that of a female, it signals the start of the mating season.

## THE SMOGHAWK

(Pollutus Destructivus)

Although polluted air has killed off most species of land birds, the Smoghawk has adapted well to it. Not only can he inhale smog without fear while soaring through it for hours, his keen X-ray vision allows him to see through it.



Each day, concealed in the thick, dirty air, he hovers patiently overhead, searching for prey. Suddenly spotting a fieldmouse or other rodent, he fills his lungs with smog—then swoops down and paralyzes his victim with one breath.



The Smoghawk often builds his nest on the smokestacks of large industrial plants.



If captured and placed in a non-polluted area, the Smoghawk will choke to death.

OUT TO LAUNCH DEPT.

# MISSILE ALERT



# ISN'T IT SU

ARTIST: PAUL COKER



... that doctors are allowed to park their cars anywhere they like so that they can make emergency house calls



... even though there isn't a doctor alive who makes emergency house calls.



... that the clergymen who piously denounce gambling because they feel it's evil to receive money that's "tainted"



... that the people who scream the loudest about crime in the streets



... will then encourage it by happily buying color television sets and other goodies that they know are "hot."



... that your electric company will seriously ask you to conserve energy



... that film directors constantly complain that they don't have enough creative control over their films



... yet when they are given creative control, they turn out turkeys like "Heaven's Gate," "1941," "Cruising," "The Shining" and "At Long Last Love."



... that your guidance counselor will advise you to stay in school because graduates earn far more money and get much better jobs than non-graduates

# SPICIOUS...

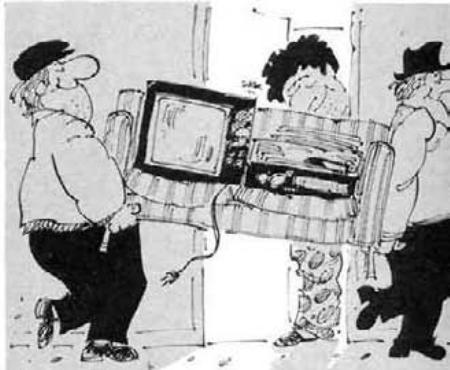
WRITER: BARRY LIEBMAN



... will eagerly sanctify it when the proceeds go to a church or synagogue.



... that your nosy landlord always questions you for hours when you want to bring a guest into your apartment



... but never bothers to question the three strange men who are moving out your furniture at two in the morning.



... and then, a month later, justify a request for a rate increase because you're not using enough electricity.



... that celebrities are always up in arms about the type of malicious gossip that's printed in many fan mags



... yet they think nothing of writing gossipy "memoirs" that are even more malicious and spiteful than the mags.



... even though he makes less money than an A & P stock boy, gets laid off every time there's a budget cut ... and he's a COLLEGE GRADUATE!



... that parents who are so concerned about starving children in other countries when they're trying to get their own kids to finish eating their supper



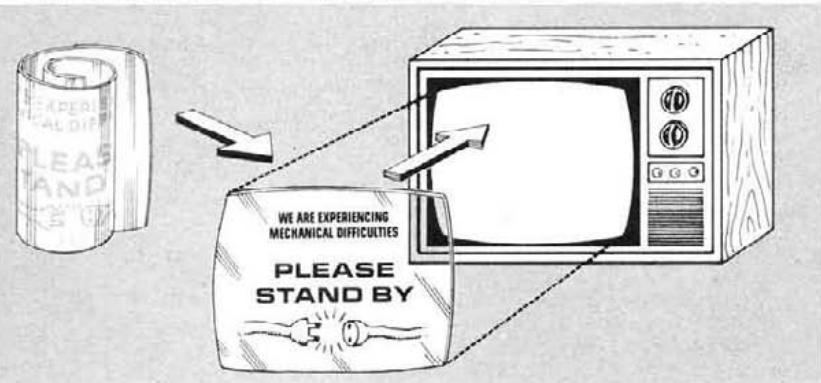
... aren't quite so concerned when asked for a donation to some charity for starving children in other countries. 27

#### PRANKS-GIVING DEPT.

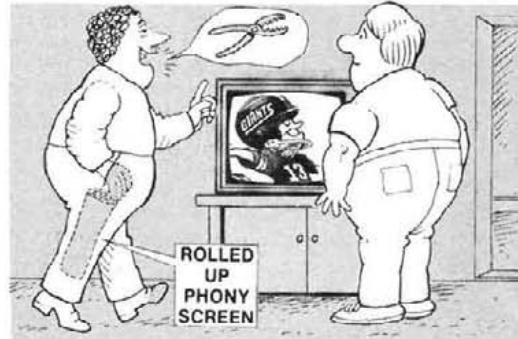
Remember those old "Practical Joke Catalogs"? They were filled with such hilarious gimmicks as rubber chickens, hot gum, dribble glasses and whoopee cushions...and people bought these ridiculous items to play practical jokes on each other. Well,

# MAD'S UPDATED PRAC

## THE "DEAD TV SCREEN" PLOY

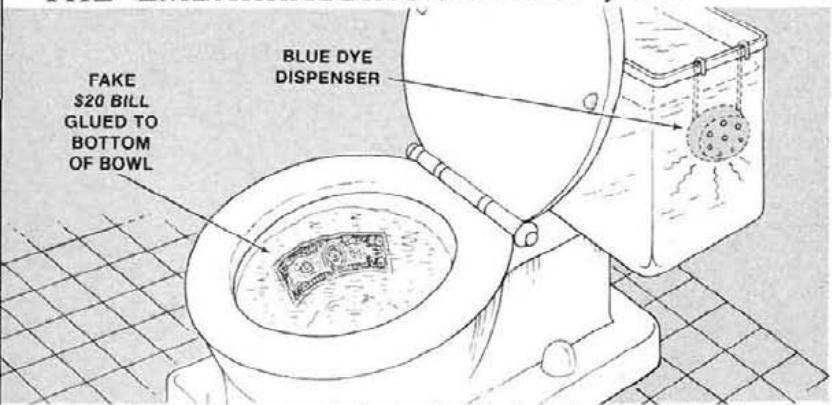


Phony Opaque Plastic Screen with a "Please Stand By" message printed on it comes in all popular sizes and unrolls to fit perfectly over any TV screen.



Carrying Phony Screen rolled up in your pants leg, drop in on a neighbor who is an avid sports fan when you know a big game is on and ask to borrow something.

## THE "EMBARRASSING \$20 BILL" JOKE



Fake \$20 Bill (with waterproof adhesive backing) can be attached easily to any toilet bowl by first draining water and then pressing firmly in place.



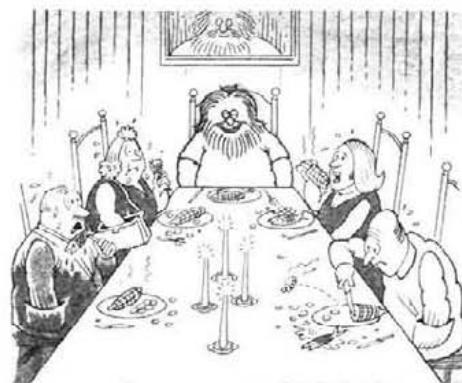
Dinner guest goes to bathroom, sees a \$20 bill in toilet bowl and eagerly tries to remove it from bluish water.



After failing to remove the bill, he goes to wash blue dye off his hand and discovers that there's no soap.



Finally, realizing there is no way to get the blue dye off, guest decides to keep his hand in his pocket all night.



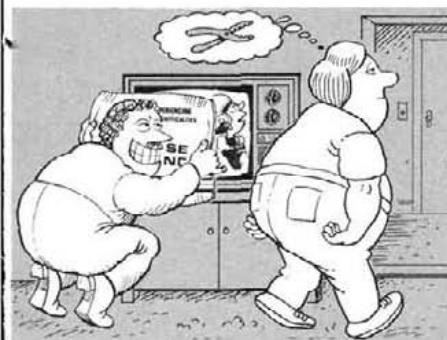
Later, at dinner, Practical Joker Host will get a big kick out of watching all his guests eat their food with one hand.

today's Practical Joker is faced with a big problem. Mainly, everyone is wise to those dull old "tricks." What we need now is some dull new "tricks." So we assigned our "Dull New Trick Writer-Artist, Al Jaffee, to design some inventive items for:

# PRACTICAL JOKE CATALOG

ARTIST & WRITER: AL JAFFEE

IDEA BY: DIANE RICCOCBENE



When neighbor leaves, quickly slap Phony Plastic Screen on TV, turn down sound, and leave when he comes back with the item you're borrowing.

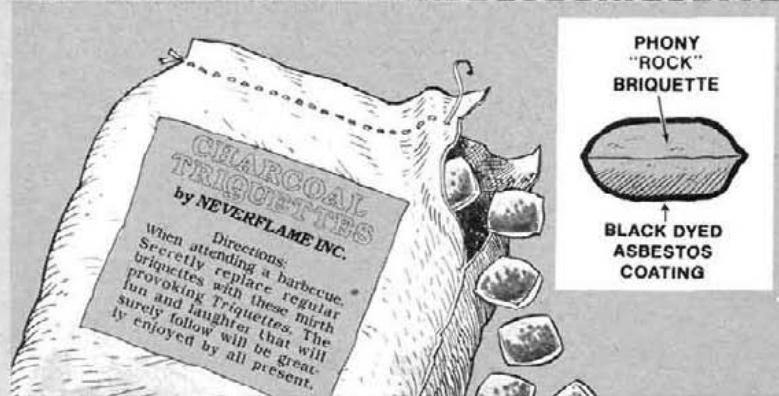


Avid sports fan will return to TV and watch phony message with ever increasing anxiety as time passes and nothing seems to be changing.



Then, when he starts switching channels and discovers they're all on the blink, he'll probably kill himself or do something else that's real funny.

## THE "UNLIGHTABLE BARBEQUE BRIQUETTES" GAG



Asbestos-Covered Barbeque Briquettes can be used to test the patience and emotional stability of any would-be backyard chef with amusement.



Bored barbecue guests sit around, miserable and hungry, as their desperate chef-host attempts to light briquettes to start cooking.

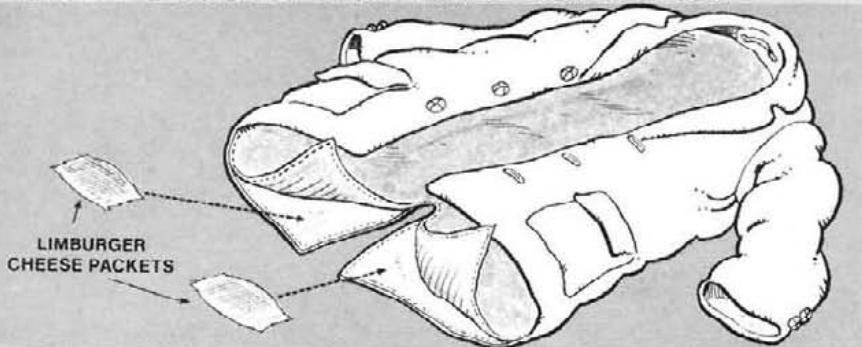


Great fun can be had by watching as chef-host resorts to using crushed newspapers, kindling wood and anything else around that can be used to get the %\$#@+! fire started.



For extra fun, time with a stopwatch to see how long it takes for frustrated chef-host to finally sacrifice his pride and wallet, and take entire party to a restaurant.

## THE "FORGOTTEN CHECKED COAT" PLOY

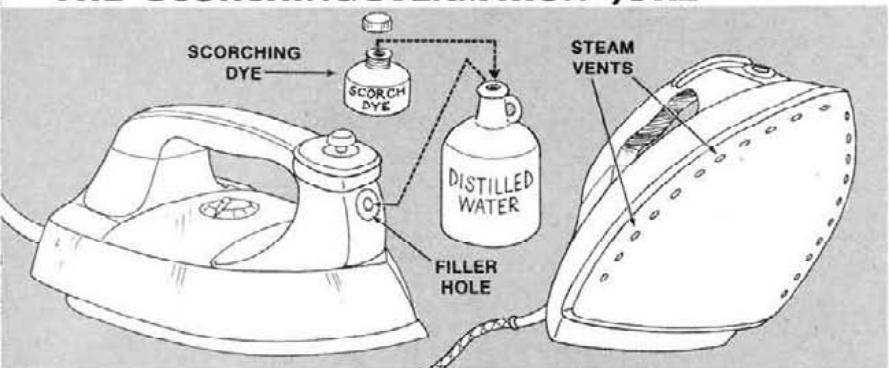


Old Coat with Limburger Cheese wrapped in gauze and sewn into lining can be used to play hilarious practical joke on an unsuspecting check room attendant.



This joke works best in a restaurant where the service is lousy, and the people are nasty. Merely check the coat, and then, somehow, manage to leave the place without it unnoticed.

## THE "SCORCHING STEAM IRON" JOKE



As everyone knows, steam irons are supposed to be filled with distilled water.



The joke here is to fill the bottle of distilled water in the laundry room with special "Scorching Dye".

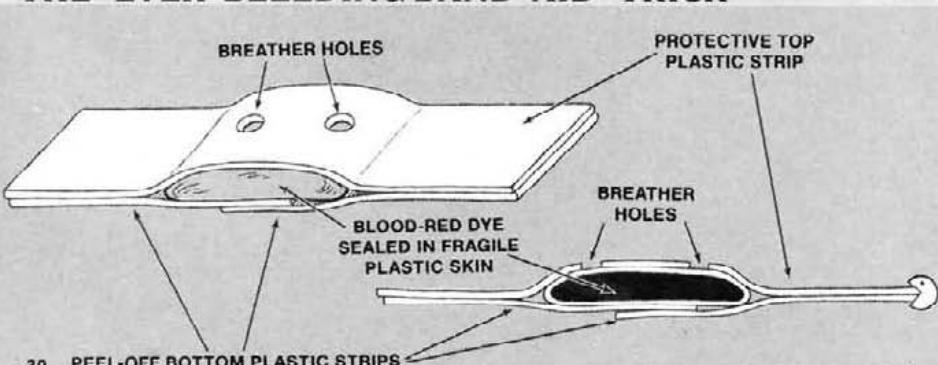


When a laundress uses the iron to press any clothes, the "Scorching Dye" is released as steam, and the results are truly horrifying.



Huge scorch mark is produced on the garment being ironed. Of course, it's only a joke, because the dye washes out with water and the laundress will share in the fun after she recovers from her heart attack.

## THE "EVER-BLEEDING BAND-AID" TRICK

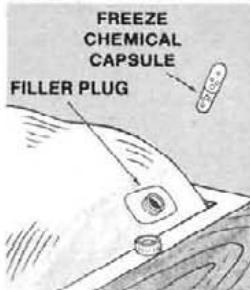


This practical joke works best on a victim with a minor wound.

## THE "FROZEN WATERBED" GAG



In a couple of weeks, the Limburger Cheese will begin to rot through the gauze wrappings, filling the Check Room and the entire restaurant with an unbearable disgusting yucky odor.



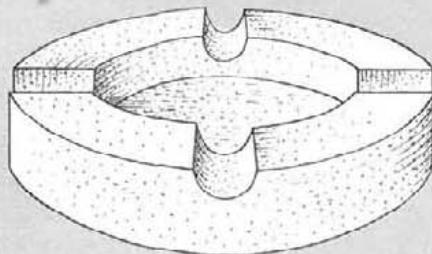
Specially made "Quickly Dissolving Capsule" fits neatly into "fill plug" of any waterbed.



Unplug waterbed, insert and shut. Releases a special "freeze chemical"—the same found in athlete's ice-packs. Fun begins when occupants of waterbed awake to find they've been sleeping on 1500 pound iceberg.

## THE "FIREWORKS ASH TRAY" EFFECT

ASHTRAY MOLDED OF TEMPERATURE SENSITIVE EXPLOSIVE PARTICLES



Ordinary-looking Ash Tray consists of specially-treated temperature-sensitive explosive particles pressed into the shape of an ash tray.



As smoker places cigarette into ash tray, minuscule explosive particles cling to it.



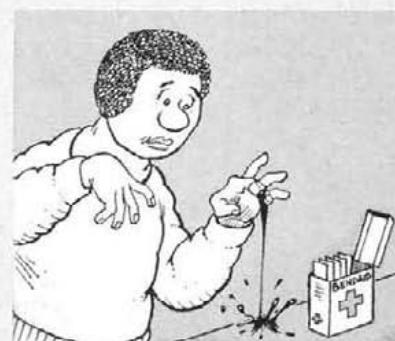
When smoker takes cigarette back from ash tray, nothing apparently is wrong with it.



But as smoker drags on cigarette, increased temperature is now enough to ignite highly-explosive particles, creating lots of laughs and good fun.



Victim tightens and squeezes trick band-aid around finger.

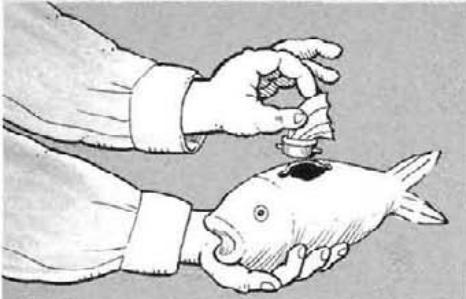


Squeezing bursts fragile bubble, and dye begins to run like blood.

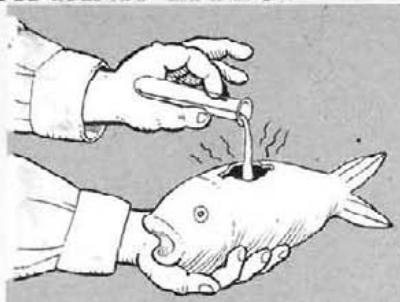


Fun is in seeing victim use one phony strip after another while screaming, "Help, I'm bleeding to death!"

## THE "MONSTER IN THE FISH TANK" EFFECT



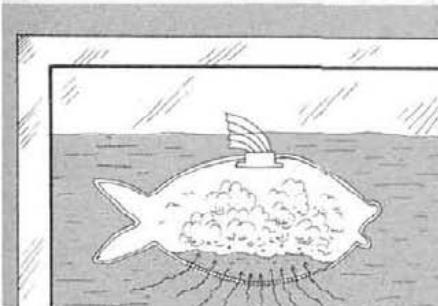
Trick Fish made of thin, opaque, toy-balloon-type material with a neatly-concealed fill hole under its dorsal fin is used in this practical joke.



With the fin removed, the Fish is filled with a special chemical that is affected in a rather curious and marvelous way by mixing with water.



When visiting any place with a fish tank, this trick is always good for some hilarious fun. Jokester simply sneaks Fake Fish into the aquarium.

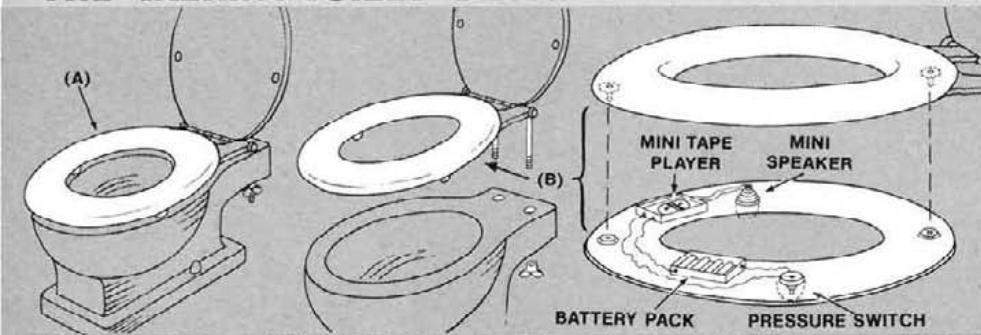


Once in the water, tiny capillaries in Fish's belly suck water inside where it combines with chemical to produce a "Slowly Expanding Gas".



After a while, the Trick Fish gets so huge that water starts sloshing out of the fish tank...along with the other rare fish. Astonishment on everyone's face soon follows, to the great amusement of the practical joke's perpetrator. (Note: This hilarious trick is equally effective in swimming pools and lakes.)

## THE "TALKING TOILET" DEVICE



Ordinary toilet seat (A) is removed and replaced with "Talking Toilet Seat" (B).

Heart of this practical joke is toilet seat with built-in tape player and speaker (shown above). When user sits down, pressure switch activates tape player, and the fun begins.



Unsuspecting Victim enters bathroom to use the toilet.



Victim's weight on toilet seat turns tape player on.



Victim is shocked to hear muffled voice from toilet.



Joke-player can record any funny message or sound like the list shown at the right.

- A— "PHOOOOZZZZZ!"
- B— "Help... I'm drowning!!!"
- C— "Charlie, are you **sure** this is the way out of the 42nd Street sewer?"
- D— "Hey, why did it suddenly get so dark in here?"
- E— "Attention, all cars!! Emergency! Emergency!! A disgusting, slimy, thirty-foot Python is loose in the streets, and was last seen entering a city sewer!!!"
- F— "Pardon me, lady, but have you seen Jacques Cousteau up there...?"

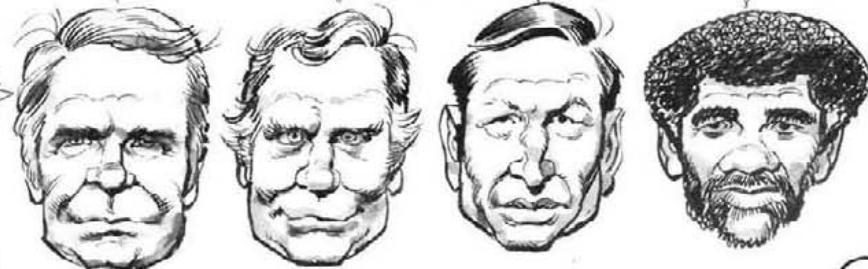
GONE FISSION DEPT.

I'm Harry Reasonable!

I'm Merely Safecall!

I'm Mike Malice!

And I'm Ed Badly! Tonight...



# SIX MINUTES?

## LOOKS AT NUCLEAR POWER



\*WHICH IS 5 MINUTES AND 59 SECONDS LONGER THAN YOU CAN SAFELY BE EXPOSED TO RADIATION!

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

Behind me, you see another nuclear power plant under construction! We are here, talking with Senator J. Madhatter, of the Senate Committee on Power! Senator... with all the budget-cutting going on, how can you justify spending millions of taxpayer dollars on this project? I understand that the COST OVER-RUNS have already passed 500%!

Mike... cost over-runs on Government-sponsored projects are as American as Mom, apple pie and baseball strikes! Besides, this plant is ESSENTIAL for the FUTURE.

You mean the future of our COUNTRY??!

No, I mean MY future!! Cause if I don't do somethin' about gettin' jobs for my constituents, those turkeys ain't gonna re-elect me!

But... aren't you worried about the possibility of radiation poisoning of the people of this area?

What's to worry? It takes 15 years for the effects of radiation to develop! By that time, I'll be retired and livin' on mah farm!

Oh? Is your farm NEAR HERE... ??

No way! It's located in a State that hasn't got any nuclear plants!!



Senator, why doesn't the government finance more research into **Solar Energy**? It's clean and cheap! There's an **endless supply**! And it's **not dangerous**!!

Not dangerous, eh...? Honey Belle, show the gentleman your **sunburn**!

Oooh! It really smarts, Mike! Uh... hold it, Miss! This isn't that kind of magazine!!

Ah tell yuh, Mike, Solar Energy is against our American Free Enterprise System! Ah mean, nobody can own the sun! Not the oil companies! Not the power companies! Not even the Rockefellers! People would be **hardly payin'** in ANYTHIN' to heat their houses!

Now where's the profit in that? By God, Ah think Solar Energy is some kind of **COMMIE PLOT**!

But, Senator...! Nuclear plants can be **dangerous**!! After a nuclear mishap in a plant in Michigan, one of the engineers stated—and I quote: "We almost lost Detroit!" Would you care to comment on that?

Wal... Ah tell yuh, it wouldn't be any great loss, Mike! Look at the **CARS** they turn out!

Ah've had nuthin' but trouble with **THIS LEMON**!! Next time, Ah'm gonna buy me one of them **JAPANESE** jobs! Sayonara, y'all!



We're here at the **Nuclear Regulatory Commission**, and with me is one of the Administrators, Mr. John Tweedledee! Mr. Tweedledee, what did you learn from the **Three Mile Island disaster**?

Never to buy stock in a **Nuclear Power Company**! Man, those suckers can really get **WIPED OUT**!!



The **NCR** is in charge of "Licensing" and "On-Site Inspecting," isn't that right, Mr. Tweedledee?

Actually, we don't do much inspecting! We leave that to the **Companies**! Then, we check their reports!

How do you know they're supplying you with accurate data?!

Would a Nuclear Power Company Official LIE?!

Could you explain "The China Syndrome" to all our MAD readers?

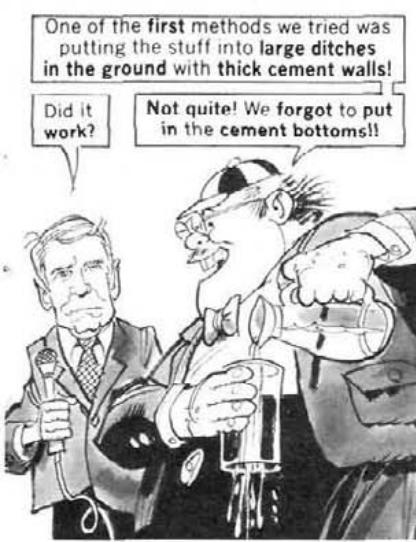
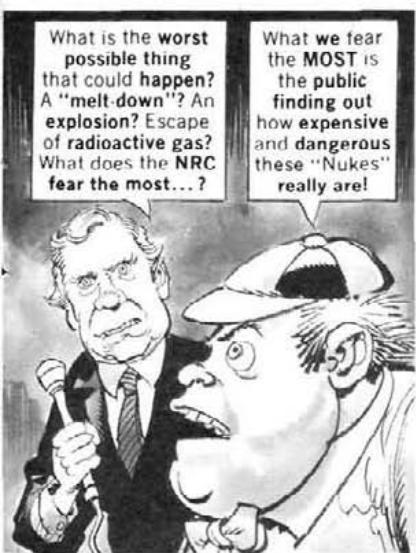
Sure!! Jane Fonda played a reporter—and Jack Lemmon was a...

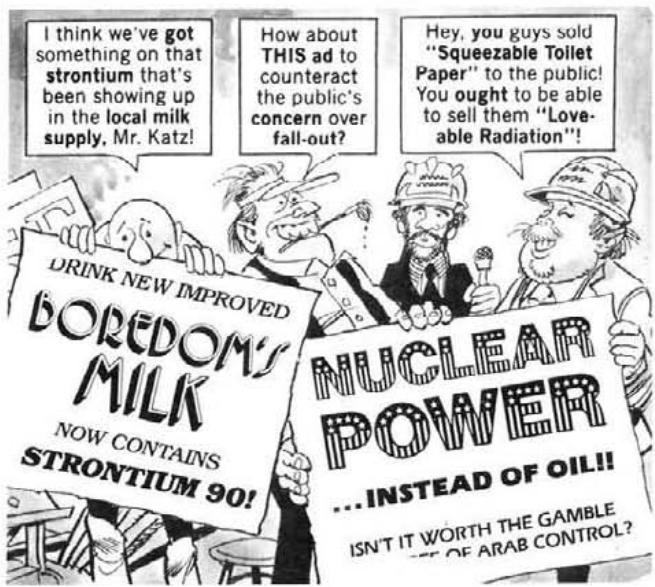
Not the MOVIE!! I mean the real thing!!

Oh, that! Well, according to a **dumb theory**, if there's a "melt-down," the core would continue to burn down through the Earth until it reached China!

But that can't happen! As soon as the molten core reached the **water table**—WHAM! We'd have a radioactive steam explosion that'd make Hiroshima look like a fire-cracker! Chinese people wouldn't be harmed... unless they lived near the plant!!







# YESTERDAY IN DOWNTOWN FREENVILLE



ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Video Games Center. Unfortunately, he didn't do a very

# HOW MANY MISTAKES CAN



good job. In fact, he made a lot of mistakes...20 in all! Now it's up to you to find them. Which is why we're asking:

# YOU FIND IN THIS PICTURE?



## ANSWER

1. The teenager isn't playing a game because his parents forbade him to spend any more money in here.
2. The guy who has to go to the bathroom is actually leaving the game to go to the bathroom.
3. There is an "Out Of Order" sign on a game that's out of order.
4. The owner of the Video Game Center is reporting all of his cash income.
5. The Game Center Manager is actually exercising his right not to admit undesirables.
6. The guy calling home is not telling his parents that he's "studying in the library."
7. The guy who ran out of money is not bumming from his friends.
8. The Mafia does not own any of these Video Game Machines.
9. The guy is not being humiliated by his friends for his low game score.
10. The guy who lost his quarter in a game is lodging a formal complaint instead of destroying the machine.
11. The person who didn't receive his change from the vending machine is getting reimbursed.
12. The player had a good time playing "Pong," even though he lost.
13. The guy with the empty candy wrapper is looking for a trash can to throw it into.
14. The change-making machine is not out of change.
15. There are girls in here.
16. The "Instructions For Playing The Game" is clear and comprehensible.
17. The guy is more interested in his date than he is in the video game.
18. The student is not cutting classes to play the games.
19. The man in the suit and tie is not a Truant Officer.
20. This guy has decided to stop playing the games because he wants to save his last dollar to buy MAD.

ARTIST: MORT DRUCKER

WRITER: CHRIS HART



CLAWS AND EFFECT DEPT.

FOR ALL YOU SOFT-HEARTED CLODS WHO LOVE LIVE LOBSTERS... BUT CANNOT

# A MAD LOOK AT OTHER USES FO



BRING YOURSELVES TO THROW THEM INTO BOILING WATER, WE BRING YOU...

# R LIVE LOBSTERS

ARTIST & WRITER: PAUL PETER PORGES



INDOOR DIRECTIONAL TV ANTENNA



PAPER TOWEL RACK



CIGAR CUTTER



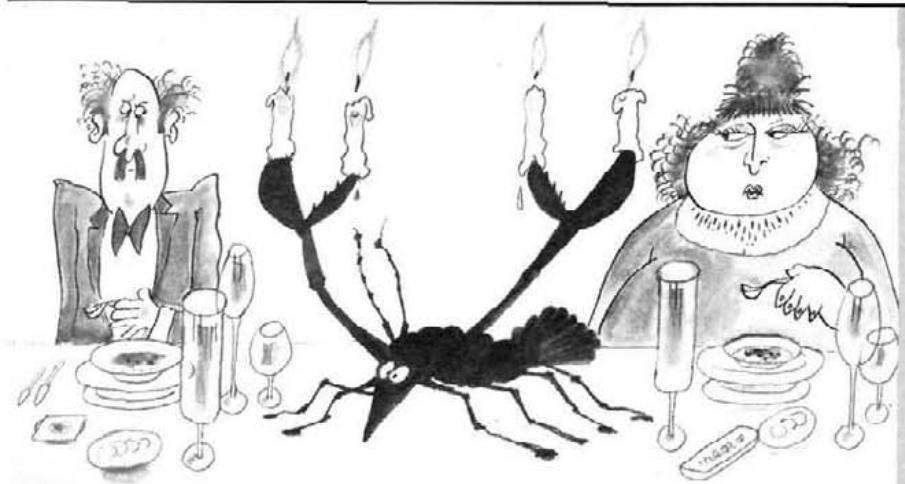
BIRD FEEDER



DESK SET



CORN HOLDER



**FESTIVE CANDLABRA**



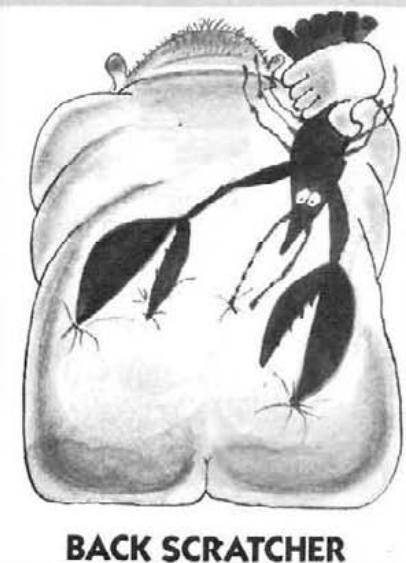
**TOOTHBRUSH HOLDER**



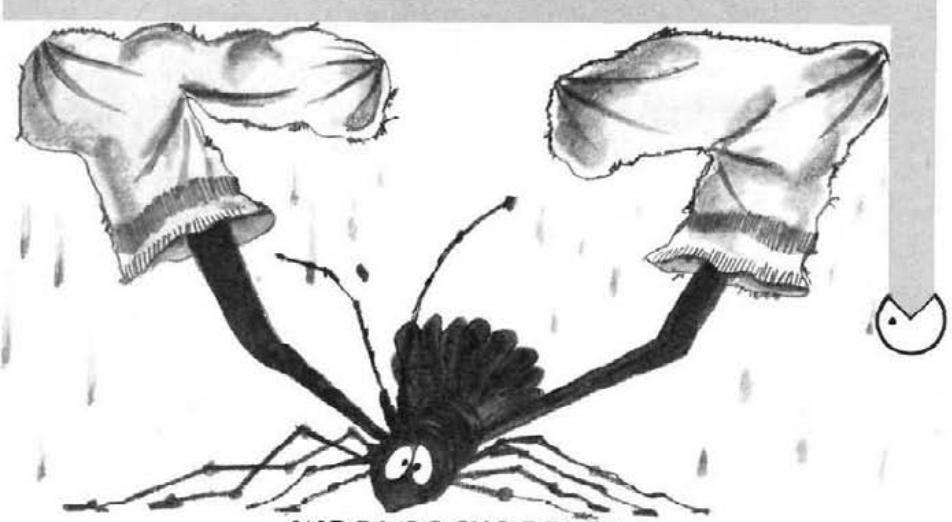
**ELECTRICIAN'S  
WIRESHTRIPPER**



**MUSIC STAND**



**BACK SCRATCHER**



**WOOL SOCKS DRYER**



**PIZZA PIE SLICER**

CRASHING BORE DEPT.

There's a popular new show on television about a Stunt Man who doubles as a Bounty Hunter. The Producers probably figured out that by combining the two occupations, they could get their star into twice as many fights as usual... both on and off the set. Which is why we call our version of this idiocy...

# THE BRAWL GUY

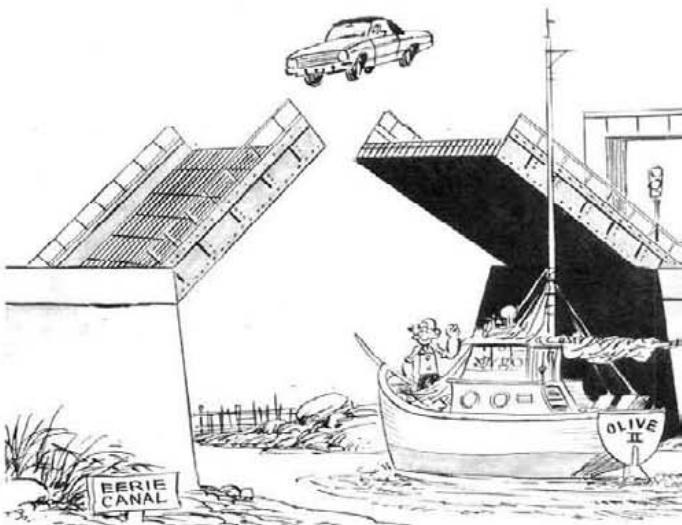
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

THIS IS THE STORY OF ONE OF AMERICA'S GREAT UNSUNG HEROES... THE STUNT MAN...  
HE CRASHES THROUGH BARRICADES... LEAPS ACROSS WIDE OPEN SPACES...



ZOOMS THROUGH CROWDED INTERSECTIONS  
AT 100 MILES AN HOUR! AND WHY...??



Well, we made it to the studio on time again! For a while there, I thought we were going to be late for work!

Good morning, Cult! We've got a really tough "car chase" scene for you to film this morning!

Great! But I gotta have my coffee first! I can't do any REAL driving until I wake up!



Good...! Now  
crash through  
the fence and  
drive right on  
to the roller  
coaster track!

Great, Cult!  
Now, speed up  
that first rise,  
and hurtle down  
that nauseating  
huge first dip!

Fantastic! Now,  
jump the car off  
the roller coaster  
track, and crash it  
headlong into the  
Merry-Go-Round!

Terrific,  
Cult! Now,  
do it ex-  
actly that  
way when  
we film it!

Y'know, every week I perform  
these really weird stunts—  
and we NEVER mention what  
movies they're going into!

This stuff doesn't  
go into any MOVIES,  
Cult! We're film-  
ing "OUT-TAKES"!



Cult,  
I've  
got  
a  
real  
easy  
job  
for  
you!

Aw, c'mon, Jock...! Don't  
start with that "real easy"  
stuff! You **ALWAYS** say it's  
going to be **REAL EASY**...!  
And then we find ourselves  
having to go to Hawaii, or  
up in the mountains, or  
some God-forsaken place!

This one **IS** easy! You  
only have to go **crosstown**!

**Crosstown**?! Are you nuts?!  
Do you know what **crosstown**  
**traffic** is like?! Don't you  
have anything in **Hawaii** or  
up in the **mountains**, or in  
some **God-forsaken place**??



What are you  
complaining  
about! I'm  
paying **\$500**  
a day, plus  
expenses!

You think I'm im-  
pressed with **\$500**  
a day?! I'm a fa-  
mous **Stunt Man**! I  
make **\$5000** a day!

Yeah? How often  
do you work??

Well, I worked  
two half-days  
in 1981!!



Now, here's  
the story...  
**Vito Babboon**  
is a clothing  
manufacturer  
who's out on  
**\$100,000**  
bail, and—

—you're worried that  
he might give you the  
"slip"! Uh... clothing  
manufacturer...? The  
"slip"...? I guess  
I'll never lose my  
sense of humor!

That's true!  
You can't lose  
something  
you never had!

I think you  
just gave me  
the "needle"!

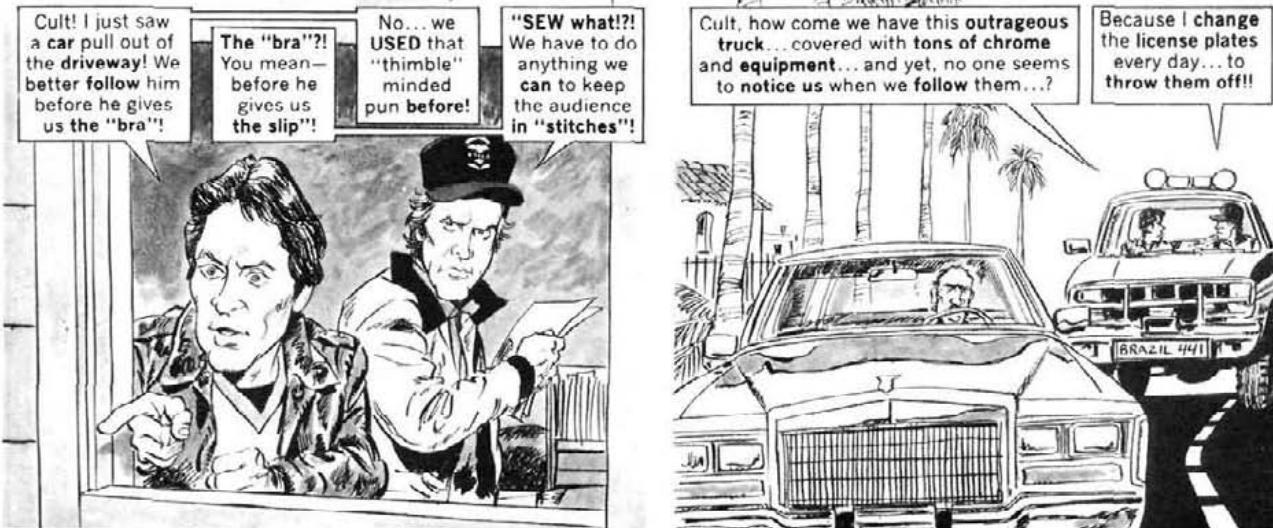
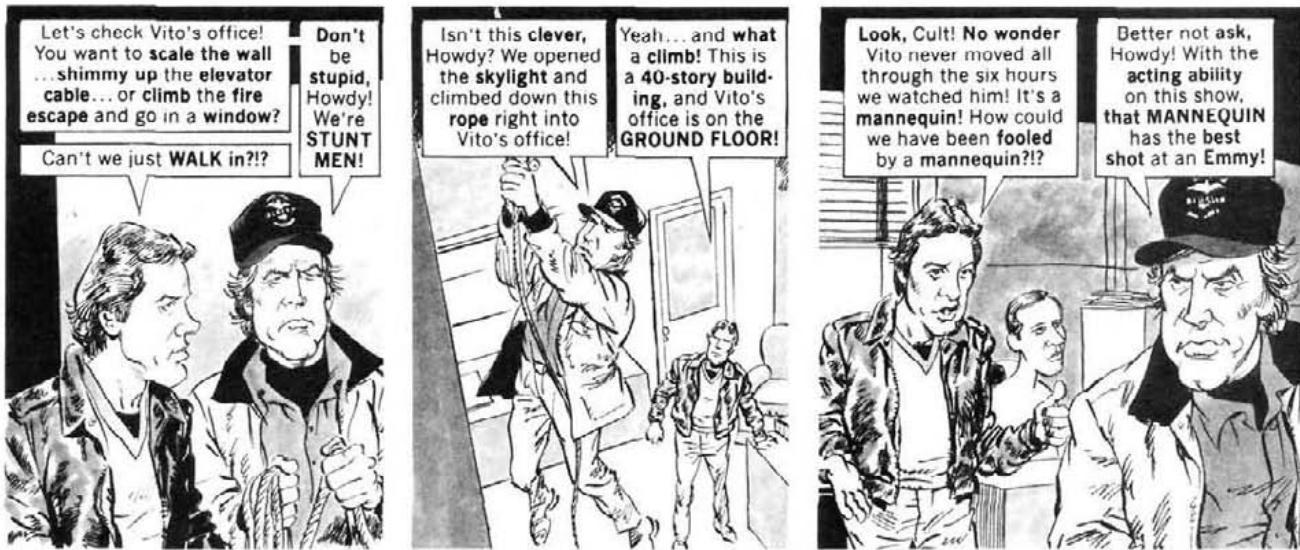
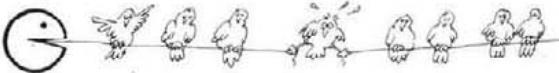
The D.A. says this clothing  
manufacturer sold over five  
**million dollars** worth of  
"Designer Originals" which  
turned out to be **fakes**! His  
trial comes up **next Monday**  
...and I'm hiring you **two**  
to keep an **eye** on him!

And that's  
the "thread"  
of the plot  
this week?  
It sounds  
"tailor-  
made"!

It's the  
same  
"pattern"  
that we  
follow  
**every**  
**week**!

And **every**  
**week**, our  
story "comes  
apart at  
the seams"!  
Oh, my God!  
Now, I'M  
doing it!!





We're going to lose him! DO something!!

Don't worry! I'll take a short cut through the mountains and cut him off!

What mountains?! We're on Sunset Blvd. in the middle of Hollywood! How do we get to the mountains???

Simple! All I do is make a left at this next corner ...and take Preposterous Avenue!!

Be honest, Cult! With all these car chases and male chauvinism, isn't our show exactly like "The Dukes Of Hazzard"???

Absolutely not, Howdy! It's nothing like "The Dukes Of Hazard"! First of all, "The Dukes" is on CBS... and OUR SHOW is on ABC! And second of all, THEY'RE on on Fridays ...and WE'RE on on Wednesdays!!

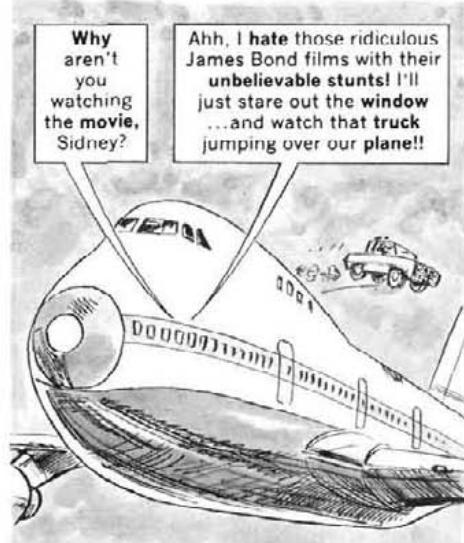


Howdy, remember the time we jumped the truck over a building, and the time we jumped it over a moving train? Well, they were nothing compared to THIS jump! So, hang on...!!

Why aren't you watching the movie, Sidney?

Ahh, I hate those ridiculous James Bond films with their unbelievable stunts! I'll just stare out the window ...and watch that truck jumping over our plane!!

Y'know, jumping this truck in the air so much has a real advantage! The thing is two years old already, and it's only got 200 miles on the odometer! Because the wheels are hardly ever on the road! Boy, do the guys at the truck dealership hate me! I've got a 50,000 mile warrantee!!



Okay, Vito! Out of the car! Why were you running away?

I was running away because you were chasing me!

But we were chasing you because you were running away!

Hoo-boy! This dialogue needs to be "taken in" for "alterations"!

Howdy, will you "button" your lip!?!?

Okay, nobody move! We've been trying to "collar" this guy... but now that you two are involved, we're puttin' the "cuffs" on you, too...!!!

I'm warning you! What you're doing is against the Law!

What?! We do two lousy puns, and right away, it's against the Law?! If that's true, then you guys'd be up for Life Imprisonment!!







# A "SNAPPY ANSWERS TO STUPID QUESTIONS" FAIRY TALE FOLD-IN

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

In this "Frog and the Princess" scene, the Frog seems to have all the snappy answers. But after you fold in the page as shown at the right, the Princess winds up with the snappiest comeback!

FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"

ARE YOU MY LONG LOST PRINCE?

DID A WITCH CAST YOU INTO THIS PERFECTLY HORRIBLE ROLE?

SHALL I KISS YOUR LIPS AND FREE YOU FROM YOUR TORMENT?

... ALL RIGHT, THEN...

NO, I'M YOUR ORDINARY, EVERYDAY TALKING FROG!

NO, I ALWAYS DRESS IN FUNKY GREEN TIGHTS TO SHOW OFF MY SHAPE.

NO, I LIKE SUFFERING THE ICY GLAZE OF BRUTAL WINTER IN THIS FILTHY POND!!



